

SICCUPS UK LTD

(Please sign and date below and return this form to: getsic@siccupsuk.com.)

Recommended Retail Price & Sales Policy

SICCUPS UK LTD ("SIC") agrees to sell its products ("SIC Products") to you ("Reseller" or "You") in reliance on Your representation and warranty that You will abide by the terms and conditions of this Recommended Retail Price & Sales Policy (the "RRPS Policy"). You understand and acknowledge that SIC would not sell SICCUPS Products to You without your express agreement to comply, at all times, with the terms of the RRPS Policy. By purchasing SIC Products, You agree to comply at all times with the terms and conditions of this RRPS Policy.

1. Recommended Retail Price Policy. SIC's RRPS Policy sets the recommended retail price ("RRPS") for the SIC Product(s) You are purchasing and provides the manner in which You may retail SIC Products.

Item	Retail Price
12 Oz. SIC Powder Coated CUP	£ 20.00
20 Oz. SIC Powder Coated CUP	£ 25.33
30 Oz. SIC Powder Coated CUP	£ 33.33
27 Oz. SIC Bottle	£ 28.00

The RRPS Policy shall remain in full force and effect at all times during which Reseller retails SIC Products. SIC may in its sole discretion modify this list, the RRPS Policy, or any RRPS from time to time. The RRPS Policy sets the recommended retail prices but You are free to sell at any price You choose.

2. Advertising Guidelines. The RRPS Policy applies to all advertisements of SICCUPS Products in any and all media, including but not limited to flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, television, radio, and public signage, as well as Internet sites, social media sites, apps, or any other electronic media. The RRPS Policy does not apply to solely on premise or in-store advertising that is not distributed to customers.

Website features such as "click for price", automated "bounce-back" pricing e-mails, pre-formatted e-mail responses, forms, and automatic price display for any items prior to being placed in a customer's shopping cart, and other similar features are considered to be communications initiated by the Reseller (rather than by the customer) and thereby constitute "advertising" under this RRPS Policy

It shall not be a violation of this RRPS Policy to advertise that the Reseller has "the lowest prices" or will match or beat its competitors' prices, or to use similar phrases; and otherwise complies with this RRPS Policy.

The RRPS Policy sets a guideline of retail price to advertise but do not enforce the retail price at which You may want to advertise.

3. Only Sell SICCUPS Products in Original Packaging.

Reseller may not alter original SIC packaging in any way prior to reselling SICCUPS Products except that Reseller is permitted to open the packaging of SICCUPS Products that it has purchased from SIC for the sole purpose of customizing (engraving, etching, monogramming, wrapping, etc.) the SIC Products. Reseller may not alter SIC packaging for any other purpose. This exception to the RRPS Policy extends only so far as necessary to accomplish the specific purpose of customizing and repackaging as set forth above and altering SIC packaging for any other purpose is strictly prohibited. Removing SICCUPS Products from packaging and reselling SICCUPS Products in a different packaging or under a different name is strictly prohibited.

4. No Unauthorized Use of SIC Trademarks. Reseller shall not establish businesses, or register domain names or social media usernames that contain any of SIC's trademarks or names of SIC Products.

5. Retail Sales Policy. If a Reseller with multiple store locations violates this RRPS Policy at any one store location, or on any associated website, then SIC will consider this to be a violation by the Reseller resulting in the immediate termination of SIC's relationship with the Reseller.

SIC reserves the right to cancel any pending orders, restrict future orders, or terminate its relationship with a Reseller if SIC believes that such Reseller has violated or intends to violate the provisions of the RRPS Policy.

The RRPS Policy will be enforced by SIC in its sole discretion and without notice. Resellers have no right to enforce the RRPS Policy. Violations of this policy may result in any of the aforementioned sanctions up to and including termination of our business relationship, as well as any available remedies at law or in equity. All questions related to this RRPS Policy should be directed to: getsic@siccupsuk.com.

Reseller hereby agrees to abide by the terms of this RRPS Policy:

Entity Name: _____

Signature: _____

Printed Name and Title: _____

Date: _____